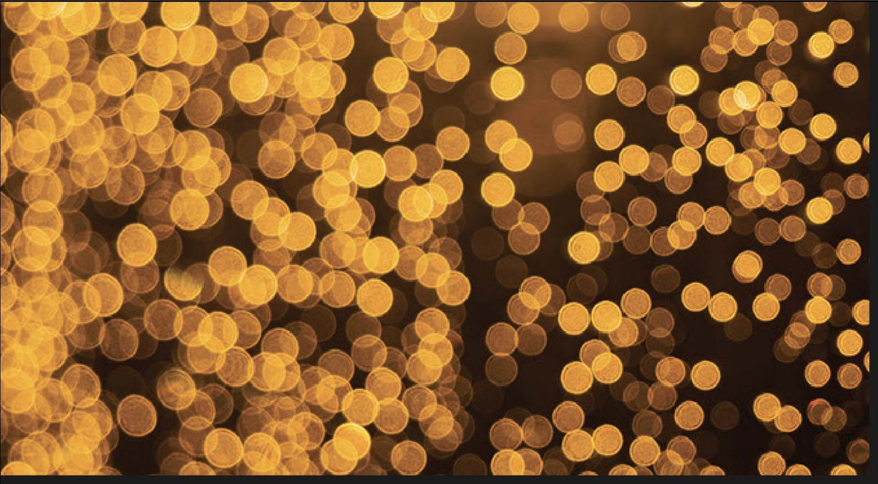
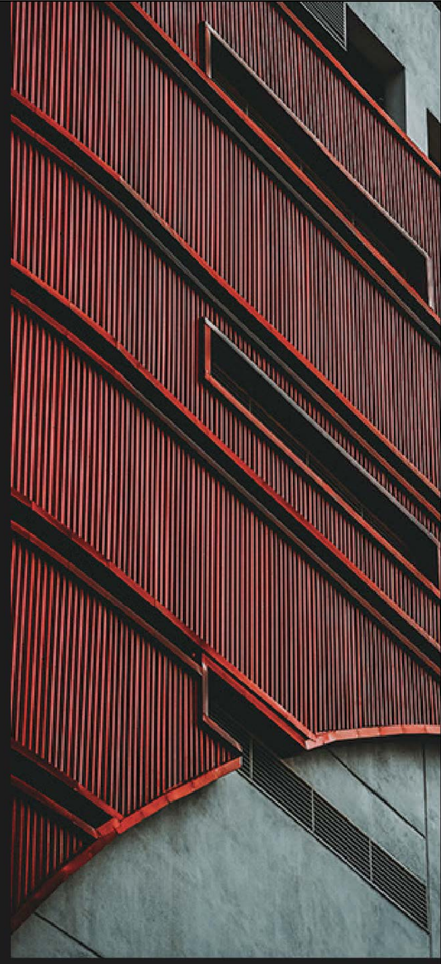
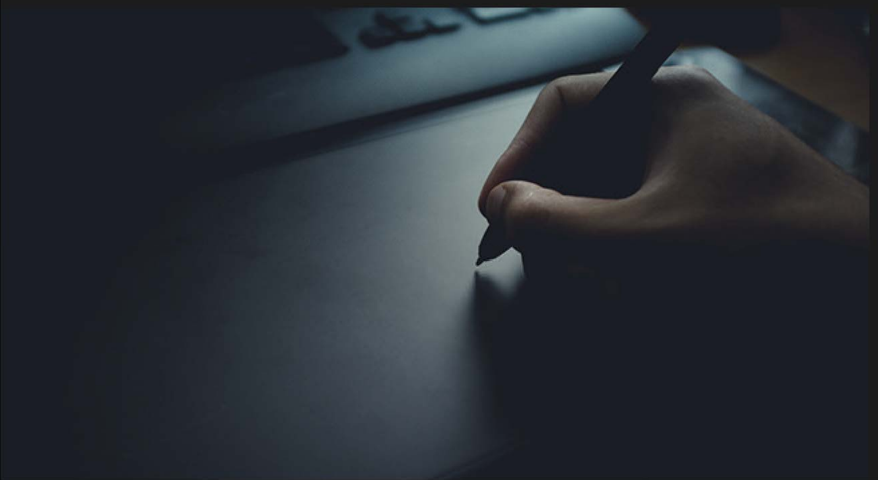


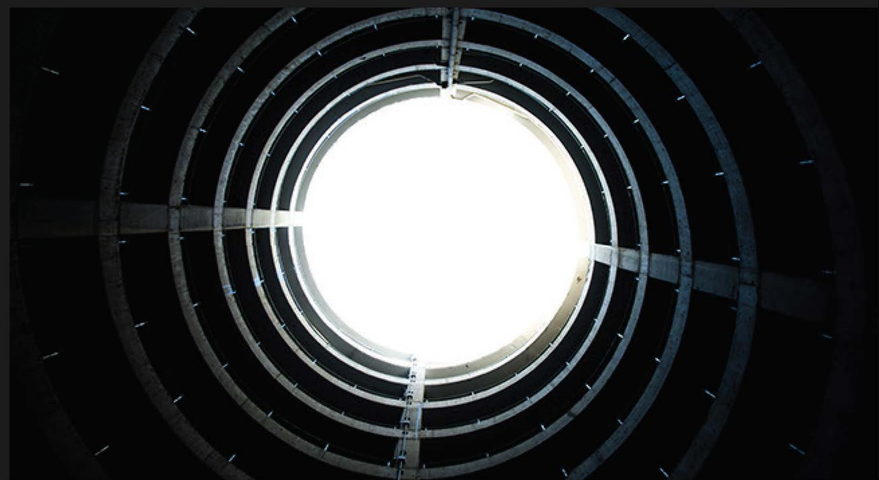
The Telly Awards





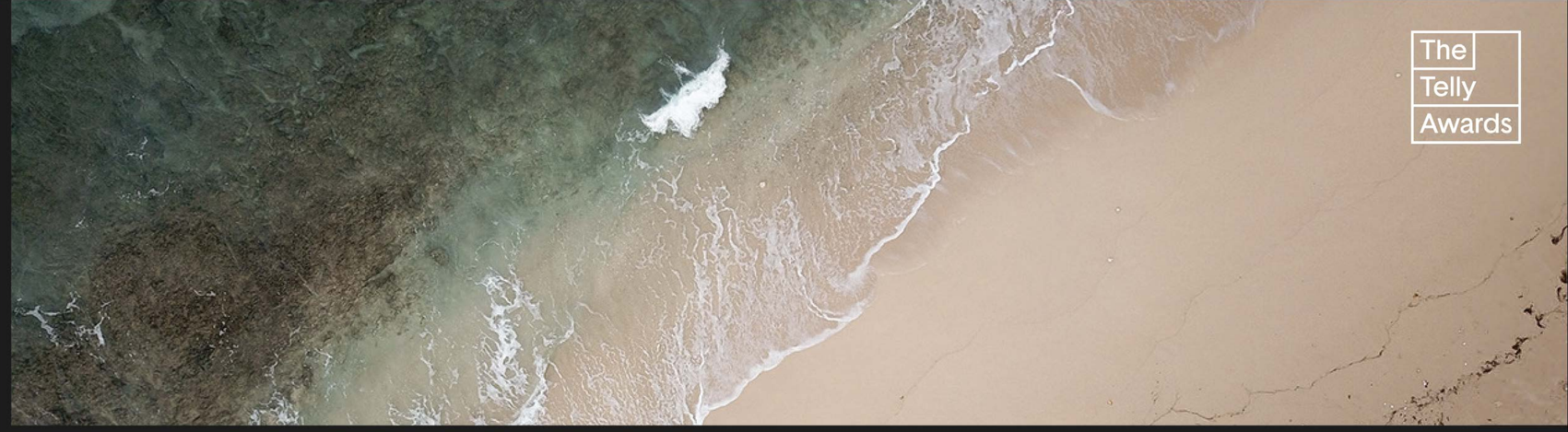
2018 Telly Trend Report

Industry Insight from
Telly Award Winners + Judges
+
videoink



About The Telly Awards

The Telly Awards is the premier award honoring those creating video and television work across all screens. From production companies making groundbreaking original digital series to publishers creating moving branded content, our Winners reflect the very best in creativity, across any screen.



Telly Winners:

Ogilvy & Mather
SapientNitro
REFINERY29
Microsoft
CONDÉ NAST
FOX
COMCAST
CBS Interactive
Bloomberg
ESPN
MLB.com
HBO

An Aerial View of The Telly Awards:

HONORING EXCELLENCE IN VIDEO AND TELEVISION ACROSS ALL SCREENS

OVER
10,000
SUBMISSIONS RECEIVED YEARLY

ACROSS
50
STATES

JUDGED BY
700+
TELLY JURY COUNCIL MEMBERS

The Industry Has Changed. So Have We

2017 was a significant year for The Telly Awards, as well as the industry. Never before in our 39-year history has such a large quantity of work been made by creators on multiple platforms, for every screen.

We revitalized The Telly Awards over a number of months to reflect the way in which work is being made today. From a refreshed brand identity and digital presence to an expanded judging council; from an interactive Winners Gallery to a suite of new categories, The Tellys echoes the industry's shift to digital.

2018 Telly Trend Report

39TH Annual Telly Awards

MORE SCREENS, MORE CATEGORIES:
The Telly Awards honor work created in the multi-screen era & across:

- **BRANDED CONTENT**
- **COMMERCIAL & MARKETING**
- **NON-BROADCAST**
- **SERIES/SHOWS/SEGMENTS**
- **SOCIAL VIDEO**

Work today is being made for more screens and in new ways. We reimagined our categories and entry process to better reflect the industry today. New categories for **The 39th Annual Telly Awards include**:

- **CATEGORIES HONORING FULLY ANIMATED WORK**
- **SOCIAL VIDEO SERIES**
- **EXPANDED BRANDED CONTENT CATEGORIES**
- **CRAFT CATEGORIES INCLUDING USE OF VR + 360**

New Judges:

With our expansion of categories across digital work, we've also expanded our esteemed Telly Jury Council. Our newest judges are leading digital and media innovation—across branded content to virtual reality.

Lee Sosin, Hearst Digital Media

Caroline Smith, Seeker at Group Nine Media

Chloé Gingrinch, New York Times T Brand Studio

Jed Grossman, B-Reel

Bianca Consunji, BuzzFeed

Adam Neuhaus, ESPN Films

Kyle Ranson-Walsh, Discovery VR

Sarah Singer, Mic

Sam Morrill, Vimeo

2018 Trend Report:
"The Rise of the Platform Economy"

Our annual trend report has long served as a time capsule for the evolution of television and video. This year, we reached out to our Telly community to compare the way in which work has been made over a few years in the multiscreen era.

We are excited to have partnered—for the first time in our history—with VideoInk: the go-to resource for industry news on the OTT and streaming video industry. Over 40,000 industry leaders from The Telly community & VideoInk industry readers were surveyed for this report. From agency CMOs to network television executives.

Our report covers four main themes:

1. **PREFERRED PLATFORMS**
2. **PRODUCING FOR SOCIAL**
3. **VIRTUAL REALITY**
4. **LOOKING AHEAD TO 2018**

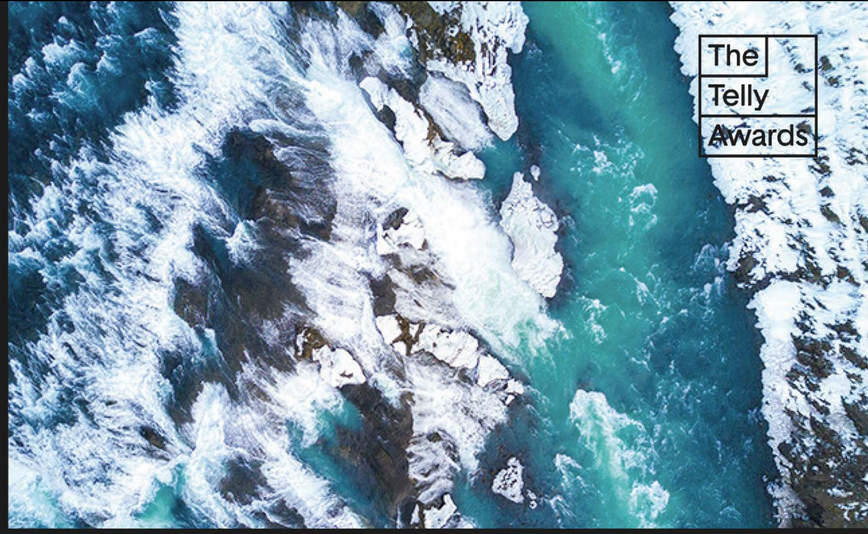
Report Co-Developed with

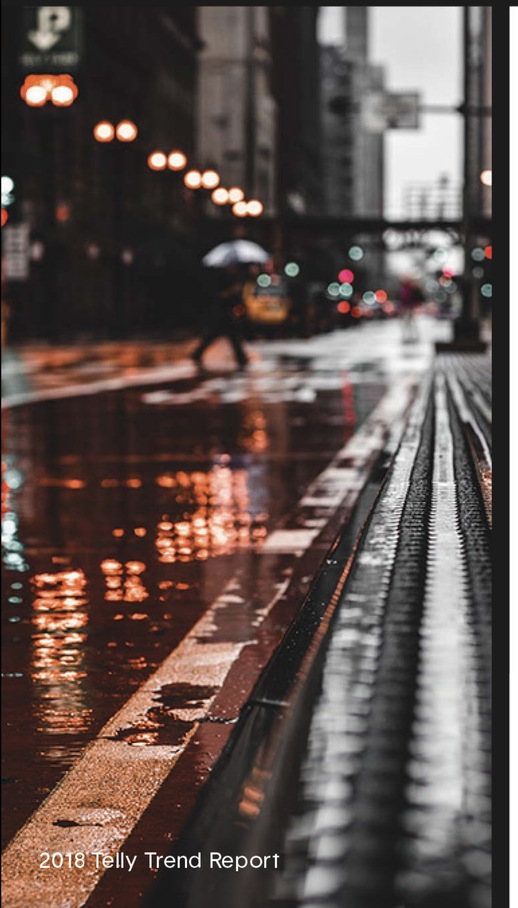
videoink

The Telly Awards

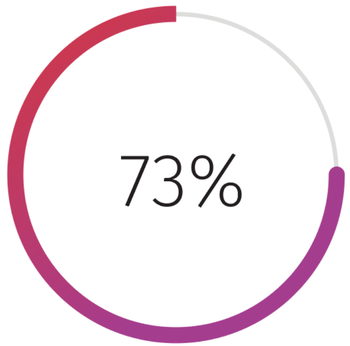
Video Is Everywhere

Video is being distributed, viewed, and shared everywhere. New platforms are continuously created, and the number of hours of video being uploaded has exploded—much more than we had predicted or anticipated.

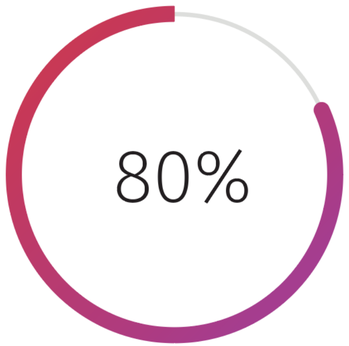




PERCENTAGE OF INTERNET TRAFFIC THAT IS VIDEO



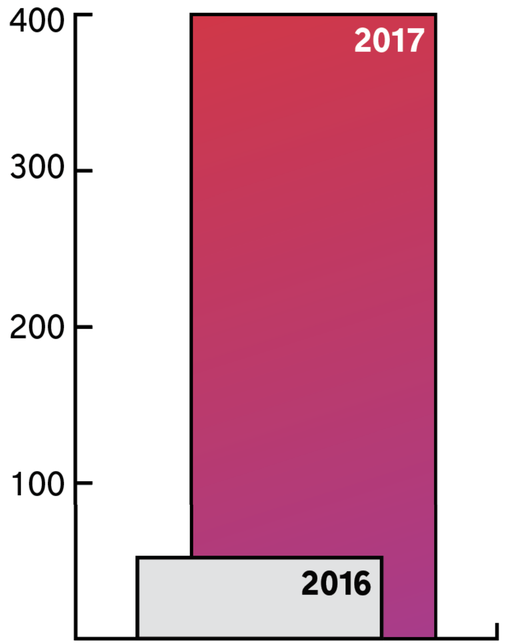
2016*



2021

OUR 2016 REPORT PREDICTED THAT BY 2018, 69% of all online traffic will come from video. It has far surpassed that: with video accounting for 73% in 2016. It is projected to reach 80% by 2019. (Inc)

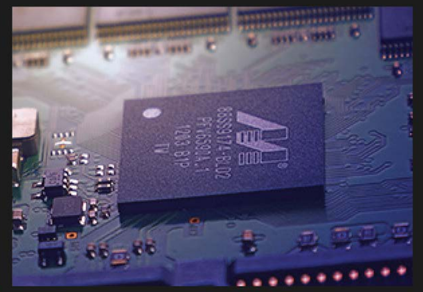
HOURS OF VIDEO UPLOADED TO YOUTUBE PER MINUTE

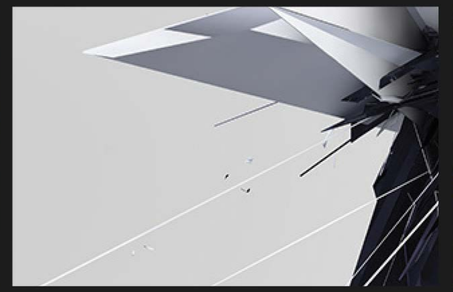


*Telly Community

1. Preferred Platforms

Coupled with this meteoric rise in online video is a shift and expansion of the platforms being used, and estimation to perform better in terms of engagement—largely due to today's ubiquity of social networks.



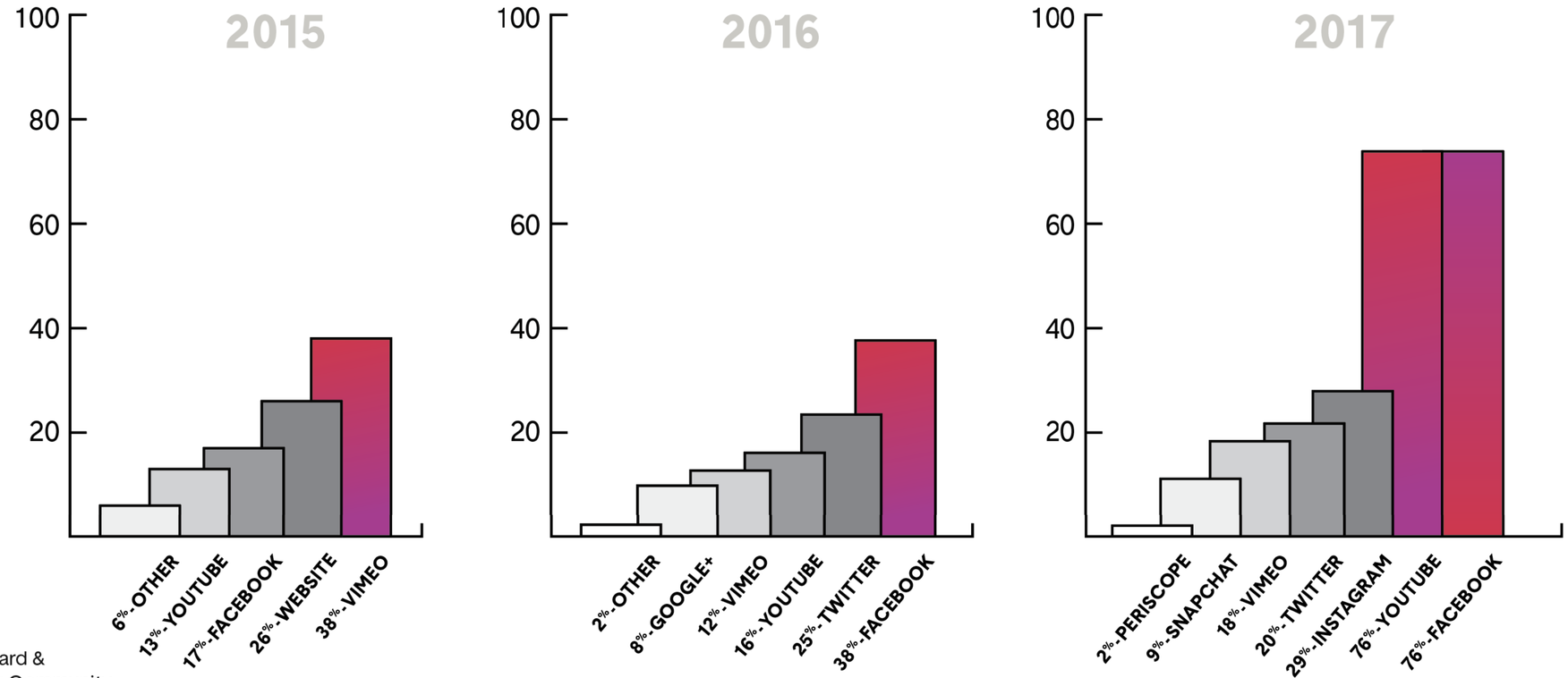


In 2015, Vimeo was your preferred distribution platform.

By 2016, The shift toward Facebook had occurred.

In early 2017, Facebook + YouTube were your preferred Platforms.

WHAT IS YOUR PREFERRED PLATFORM?*

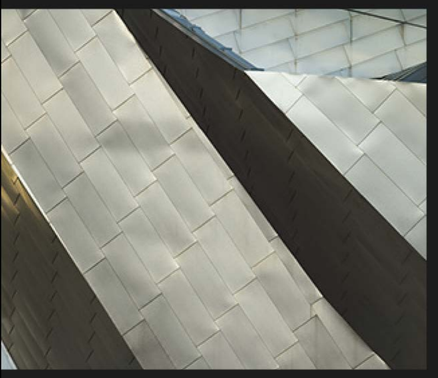


*Telly Award & VideoInk Community

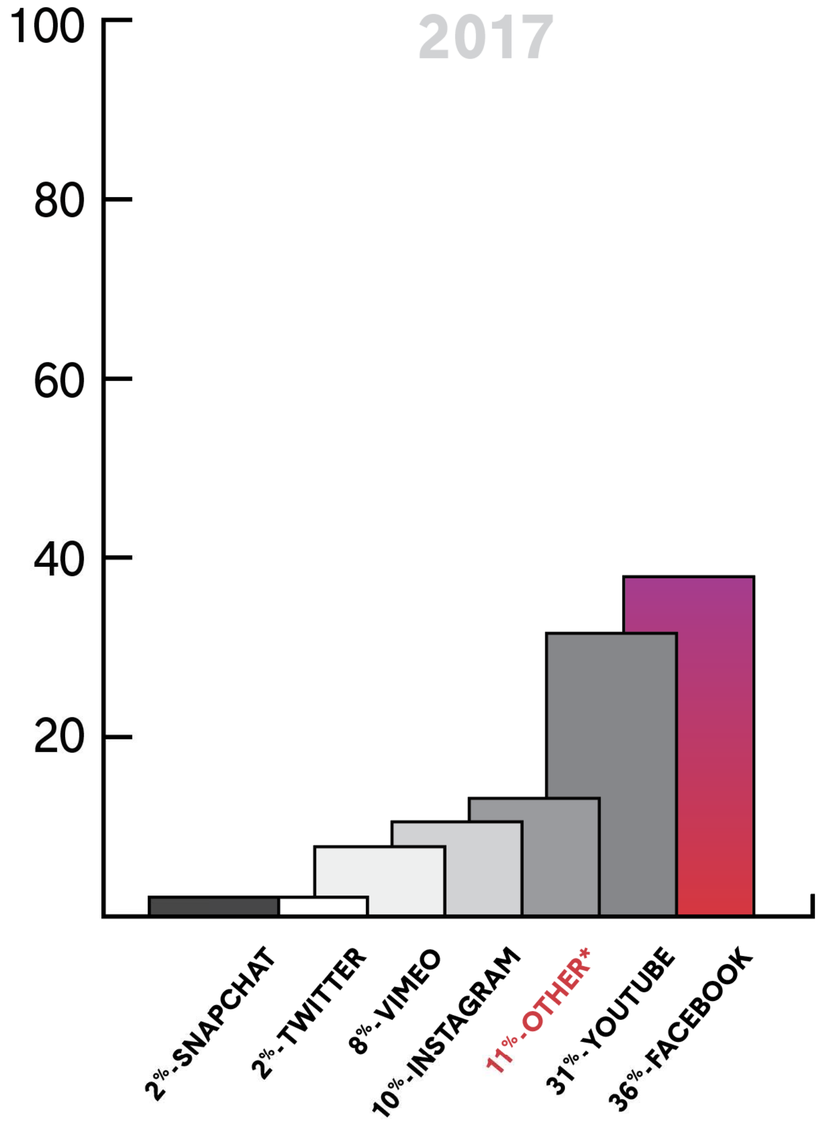
1. Preferred Platforms

Facebook has an average of 500 million video viewers who account for 8 billion video views each day. Couple that with the fact that video posts on Facebook are shared an average of 89.5 times, and you can see why the social media giant is preferred by most in our industry.

In 2016, 89% of our Telly community planned to focus more on video for social networks. At the close of 2017, the following platforms provided the highest engagement with produced work:



WHICH PLATFORMS PERFORM THE BEST IN TERMS OF ENGAGEMENT?*

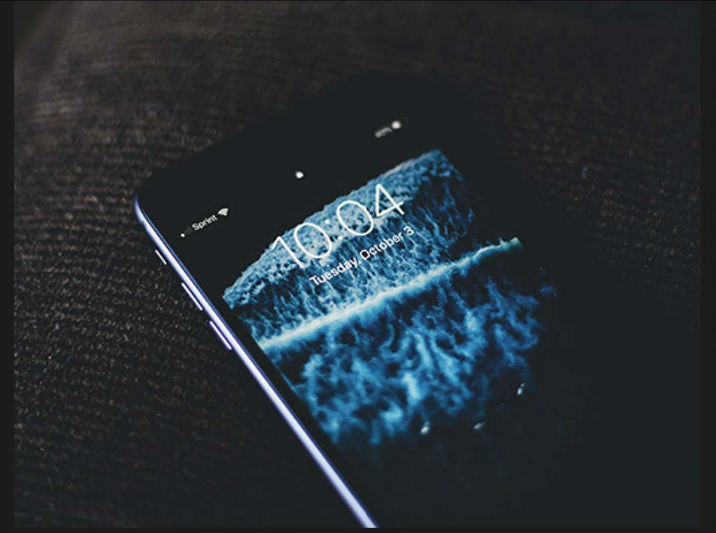


***11%** saw success outside these social networks and with unique OTT and VOD channels

*Telly Award & VideoInk Community

2. Producing for Social

With the rise of platforms, producing work specifically for social outlets is no longer an option or afterthought. More than half of the industry members we spoke to in 2017 are creating work specifically for social.



HOW ARE YOU PRODUCING CONTENT FOR SOCIAL NETWORKS?*

52.54%
Specifically creating for Social Platforms

45.76%
Reusing content created for a longer place/different distribution

*Telly Award & VideoInk Community

The Telly Awards

Challenges Facing Social Video

The increasing ease, necessity, and quantity of social platforms that house video content presents a number of challenges. Media makers are facing four main challenges:

STANDING OUT: Breaking through the noise meaningfully will become increasingly difficult.

NICHE FORMATS: There is a need to create brand-specific formats, such as the successful "hands and pans" video format made popular by Buzzfeed's food network, Tasty.

PRODUCING QUANTITY: The high demand for video has put a strain on in-house teams to produce quality work that stands out, is timely, and is relevant.

BROAD FORMATS: Companies must keep up with demand, scale, and timeliness, as well as be well-versed in new formats, like Square, Vertical 360, Live, 7 Seconds, etc.

Despite these challenges, the case for creating content specifically for social outlets is a very strong one. Data shows that Social Video generates 1200% more shares than text and images combined.

3. VIRTUAL REALITY

2017 was an important year for VR. Whether seen as a positive or negative, VR sparked an inescapable conversation across our industry, resulting in changes in television, the increase in VR content production companies, and more.

52.54%
YES

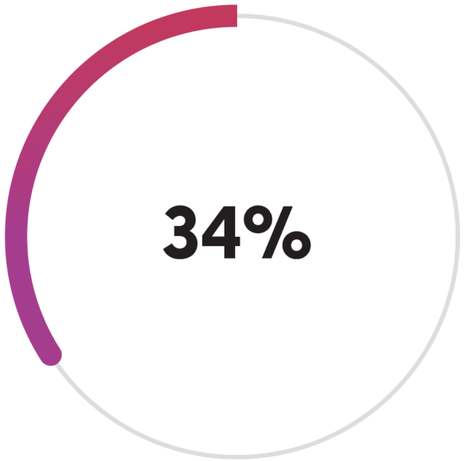
47.46%
NO

Did you experience a piece of VR in 2017?

13.56%
YES

86.44%
NO

Did you produce a piece of VR in 2017?



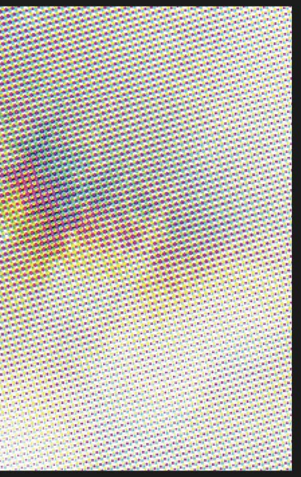
Of respondents expect to produce VR work in 2018

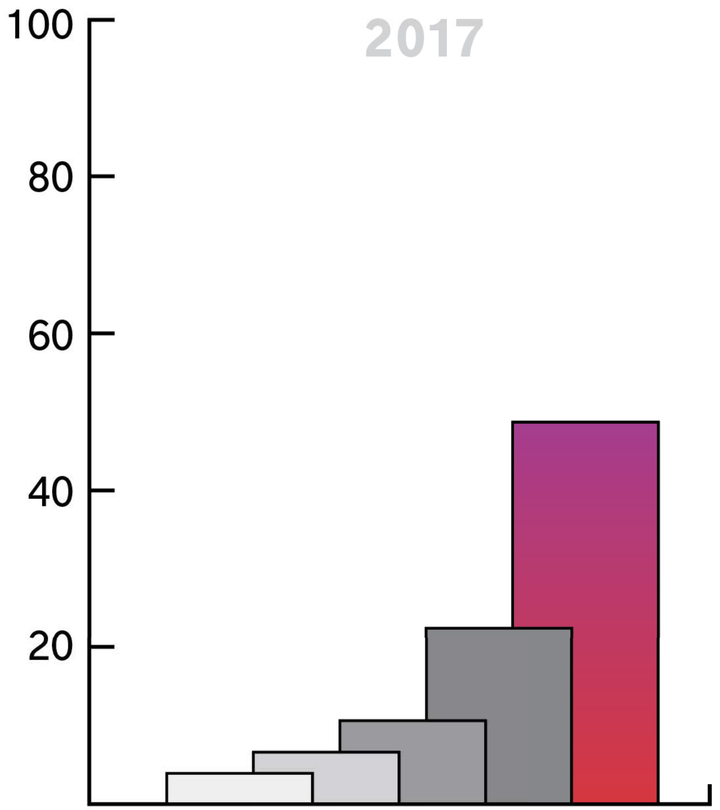
*Telly Award & VideoInk Community

3. VR

Despite industry conversations, and the increased number of those who have experienced VR, the quantity of VR content producers is still minimal, and it hasn't been widely adopted by consumers.

The following responses are seen as the largest barriers to VR being widely adopted—lack of consumer interest as the top obstacle.





WHAT DO YOU SEE AS THE BIGGEST BARRIER TO VR BEING ADOPTED WIDELY?*

51%
Lack of consumer interest (including wearing the device)

22%
Lack of content for consumers to watch

12%
Cost of devices (for consumers)

8%
Other

7%
Cost of production

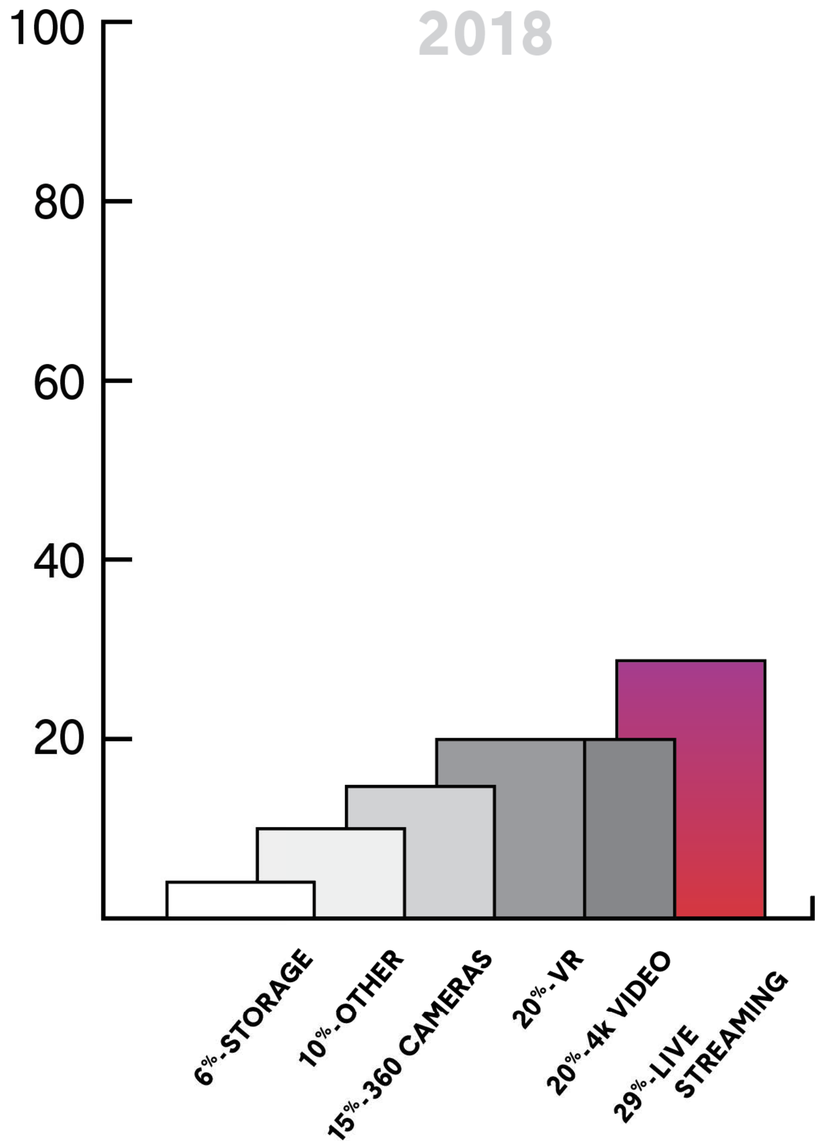
*Telly Award & VideoInk Community

4. Looking Ahead

VR is only one trend that we are excited to see expand in the new year. In 2018, also expect to see the development of the following areas:

- **AUTOMATED WORKFLOWS**
- **INTERACTIVE VIDEO**
- **AUGMENTED REALITY**
- **ARTIFICIAL INTELLIGENCE**
- **MIXED REALITY**

WE ASKED YOU WHAT THE LARGEST ADVANCEMENT IN VIDEO TECHNOLOGY WOULD BE IN 2018*



*Telly Award & VideoInk Community

The Telly Awards

As we've seen, the possibilities for video and television work are constantly evolving, and companies need to stay ahead of the curve. This year, keep an eye on the following areas:

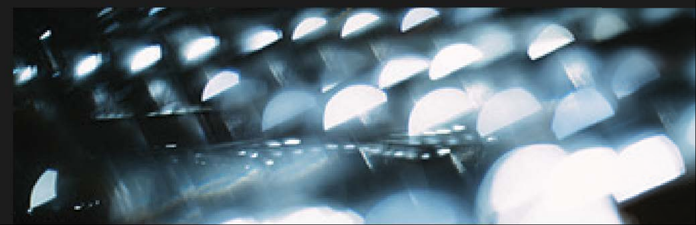
PREDICTIONS:

With TV at 1.25 billion hours a day, YouTube is on track to surpass it as the king of video. (Forbes)

Despite the barriers VR faces, there is some good news: 41% of adults are interested in giving VR a try. (Google)

69% of consumers feel that AR could help them learn new skills. (Soldamatic)

40% of consumers would be willing to spend more on a product if they could experience it through Augmented Reality. (Retail Perceptions/Augment)



What they are saying:

"IT WAS THRILLING TO BE AWARDED A TELLY AWARD. THE RECOGNITION IS A BOOSTER FOR ALL THOSE WHO HAVE WORKED SO HARD."

– **MARIA THERESA BRAUN**
On Air & Marketing,
NBCUniversal Global Networks

FINAL ENTRY DEADLINE
MARCH 2ND 2018

READY TO SHOW YOU'RE ON TREND WITH THE BEST?

Enter your best work in the
39th Annual Telly Awards
Now at **tellyawards.com**